

Business Information Management

Associate in Applied Science¹

Program supervised by:

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Students who are interested in preparing for careers that require a solid foundation in business and technology would benefit from this program. Students will be able to plan a program of study that includes the skills and knowledge currently required for employment and takes into account the students' interests and abilities in those areas. The focus of this degree is to educate students in tools and techniques necessary to acquire, process, and manage information as it relates to one of the following areas of specialization: desktop publishing, website development and management or office technologies.

Two additional options are available for students who wish to obtain skills and knowledge in a particular field without committing to a full-time degree program: A 30-credit-state-approved certificate in each of the 4 areas of specialization – desktop publishing, web site development and management or office technologies.

SEQUENCE OF COURSES: This model is a two-year course schedule for students meeting all program requirements and deciding to pursue full-time study. Schedules will be designed for those requiring preparatory courses or those deciding to pursue part-time study.

See also:
Office Administration pg. 96

Desktop Publishing Emphasis

FIRST YEAR		Credits	SECOND YEAR		Credits
Fall Semester					
ENG 110	College Writing I	3	— —	LA Elective	3
— —	³ Social Science Elective	3	— —	³ Social Science Elective	3
ART 112	Beginning Photography	3	— —	BIT/BUS Elective	3
BIT 173	Basics of Website Creation	3	— —	BIT/BUS Elective	3
BIT 245	Electronic Page Layout Using QuarkXPress	3	BIT 285	Vector-based Software Tools for WEB/Press Publishers	3
		15	BIT 240	Desktop Publishing Using PageMaker	3
Spring Semester					
— —	Lab Science Elective	3			18
ENG 111	College Writing II	3	Spring Semester		
— —	BIT/BUS Elective	3	— —	MAT/SCI Elective	3
ART 125	Computer Graphics	3	— —	BIT/BUS Elective	3
BIT 185	Raster-based Software Tools for WEB/Press Publishers	3	— —	BIT/BUS Elective	3
		15	2 Electives from Approved List ²		6
					15
					Total Credits: 63

¹ Certificates are available in Desktop Publishing, Office Technologies, and Website Development and Management, for students who complete a predetermined selection of courses on this page. Please contact the chairperson, above, for more information.

W - Writing Emphasis Course

Mathematics entrance score and Math background will determine math course placement.

Students should check with their advisors during the scheduling process to make sure courses are taken in proper sequence and any prerequisites have been met. Some flexibility is available as to when courses must be taken, but not all courses are offered every semester.

² Approved Elective List
 ART Approved elective
 BIT 265 Project Management
 BUS 141 Marketing
 BIT 182 Designing Web Pages
 BIT 190 Animation for the electronic media
 BIT 197 Cooperative Work Experience
 ART, BIT, BUS, CST, or COM elective with approval of advisor

³ Advisor approved General Education Elective

Office Technologies Emphasis (one example)

FIRST YEAR		Credits	SECOND YEAR		Credits
Fall Semester					
ENG 110	College Writing I	3	— —	LA Elective	3
— —	³ Social Science Elective	3	— —	³ Social Science Elective	3
BIT 100	Keyboarding	3	— —	BIT/BUS Elective	3
BIT 110	Business English	3	— —	BIT/BUS Elective	3
BIT 260	Database Management	3	BIT 200	Spreadsheets with Business Applications	3
		15	BIT 250	Integrated Business Office Applications	3
Spring Semester					
— —	Lab Science Elective	3			18
ENG 111	College Writing II	3	Spring Semester		
— —	BIT/BUS Elective	3	— —	MAT/SCI Elective	3
BIT 130	Word Processing	3	— —	BIT/BUS Elective	3
BIT 140W	Business Communications	3	BIT 275	Advanced Business Communications	3
		15	BIT 280	Office Administration	3
					15
					Total Credits: 63

Website Development and Management Emphasis

FIRST YEAR		Credits	SECOND YEAR		Credits
Fall Semester					
ENG 110	College Writing I.....	3	— —	LA Elective.....	3
— —	¹ Social Science Elective.....	3	— —	¹ Social Science Elective.....	3
BIT 173	Basics of Website Creation.....	3	BIT 186	Interactive Websites.....	3
BIT 185	Raster-based Software Tools for WEB/Print Publishers.....	3	2 BIT/BUS Electives.....		6
1 Elective from Certificate pg. 43.....		6	BIT 190	Animation for the Electronic Media.....	3
		15			18
Spring Semester					
— —	Lab Science Elective.....	3	— —	MAT/SCI Elective.....	3
ENG 111	College Writing II.....	3	1 BIT/BUS Elective.....		3
BIT 182	Designing Effective Web Pages.....	3	BIM 150	Understanding Electronic Commerce.....	3
BIT 285	Vector-based Software Tools for WEB/Print Publishers.....	3	2 Electives from Certificate pg. 43.....		3
BUS 190	Marketing for the WWW.....	3			15
		15			Total Credits: 63

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W - Writing Emphasis Course

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¹Advisor Approved General Education Elective.

Website Development and Management Certificate

REQUIRED COURSES

- Basics of Website Creation (BIT 173)
- Designing Effective Web Pages (BIT 182)
- Interactive Websites (BIT 186)
- Marketing for the WWW (BUS 190)
- Raster-based Software Tools for WEB/Print Publishers (BIT 185)
- Understanding Electronic Commerce (BIM 150)

Elective Courses: (Select Four)

- Animation for the Electronic Media (BIT 190)
- Approved BIT, ART, CST, COM or BUS elective
- Cooperative Work Experience (BIT 197)
- Desktop Publishing Using PageMaker (BIT 240)
- Entrepreneurship Law (BUS 114)
- Introduction to Business (BUS 110)
- Introduction to Entrepreneurship (BUS 113)
- Project Management (BIT 265)

A total of 30 credits required for certificate completion.

Course work required for completion of this certificate can be used for:

Associate of Applied Science in Business Information Management (see pages 42 & 43).

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